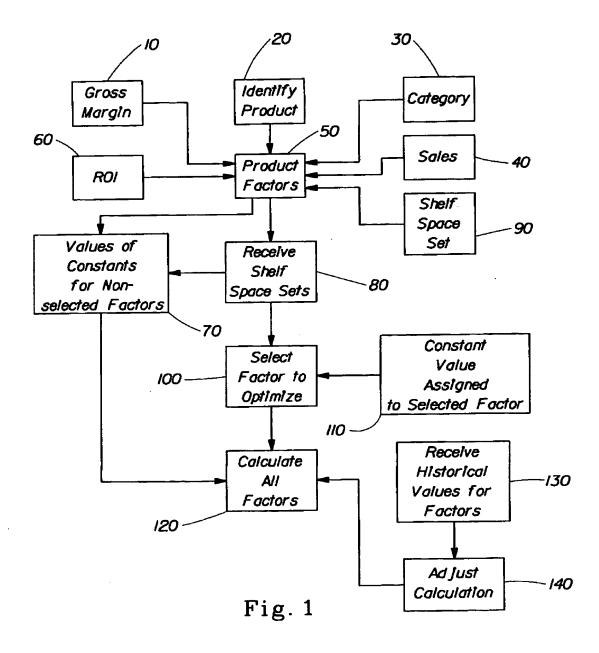
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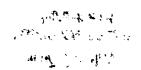
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PAGE 23/25 * RCVD AT 8/1/2005 3:16:17 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-6/1 * DNIS:8729306 * CSID:513 634 6108 * DURATION (mm-ss):07-36

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2/3 270 150 *260* · Comparison Summary Functional Data Instruction Instruction Data Data 160 Factor Data Gross 180 Category Margin Hierarchy **Product** - 190 Data ROI identification 280 200 Store/ 220 Manager 300 Identification Shelf **Space** Meta Set Geographical Scenario Data 210 Identification Data 230 Constant Value Data 240 290 Optimizing Instruction Data

Fig. 2



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